

ORDER



| | | | | |
|-------------------|-------------------------|------------------------------------|---------------|--------------|
| Orders | Order / Rev: | 103615 | | |
| | Alt Order #: | 06830030 | | |
| | Product Desc: | BERKLEY FOR SENATE | | |
| | Estimate: | 30S | | |
| | Flight Dates: | 10/09/12 - 10/15/12 | Primary AE: | Amy McCreary |
| | Original Date / Rev: | 10/09/12 / 10/09/12 | Sales Office: | BLPHI |
| | Order Type: | GENERAL | Sales Region: | National |
| Agency | Name: | Shorr Johnson Magnus | | |
| | Buying Contact: | | | |
| | Billing Contact: | | | |
| | 1831 Chestnut St. | | | |
| | Philadelphia, PA 19103 | | | |
| | | Billing Type: | Cash | |
| | | Billing Calendar: | Broadcast | |
| | | Billing Cycle: | EOM/EOC | |
| | | Agency Commission: | 15% | |
| Advertiser | Name: | Berkley, Shelley for Senate | | |
| | Demographic: | A25-54 | | |
| | Product Codes: | PLC01 | | |
| | Priority: | SELECT PRIORITY CODE | | |
| | Revenue Codes: | POLITICAL/AGY, PCAN, GEN | | |
| | New Business Thru: | | | |
| | Order Separation: | 00:05:00 | | |
| | Advertiser External ID: | | | |
| | Agency External ID: | | | |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount | Totals | Month | # Spots | Gross Amount | Net Amount | Rating |
|------------|----------|---------|--------------|-------------|--------|--------------|---------|--------------|-------------|--------|
| 10/01/12 | 10/15/12 | 114 | \$43,975.00 | \$37,378.75 | | October 2012 | 114 | \$43,975.00 | \$37,378.75 | 0.00 |
| | | | | | Totals | | 114 | \$43,975.00 | \$37,378.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| KSNV | 20% | \$43,975.00 |
| Market | 100% | \$219,875.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 32% | \$70,360.00 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 21% | \$46,173.75 |
| KTUD | 0% | \$0.00 |
| KVVU | 25% | \$54,968.75 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 2% | \$4,397.50 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|------|-------------------|-----------------|--------------------------|-------|-------------------|----------|-----|-------------|---------|---------------|------|------|-------|----------|
| 1 | KSNV | 10/09/12 | 10/12/12 | Wake Up Early w/ Wagners | EM | 430a-5a | - TWT--- | :30 | 4 | \$50.00 | 3 | 0.00 | NM | 4 | \$200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 10/08/12 | 10/14/12 | - TWT--- | | 4 | | | \$50.00 | | 0.00 | | | | |

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------|----------|----------|----------|---------------------------|-----------------|-----------------|-------------------|-----|-------------|---------------|-----|------|------|-------|------------|
| 1 | KSNV | 10/09/12 | 10/12/12 | Wake Up Early w/ Wagners | CM | 430a-5a | - TWT--- | :30 | 4 | \$50.00 | 3 | 0.00 | NM | 4 | \$200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/08/12 | 10/14/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | - TWT--- | | | 4 | | \$50.00 | 0.00 | | | | | |
| 2 | KSNV | 10/15/12 | 10/15/12 | Wake Up Early w/ Wagners | CM | 430a-5a | M----- | :30 | 1 | \$50.00 | 3 | 0.00 | NM | 1 | \$50.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | M----- | | | 1 | | \$50.00 | 0.00 | | | | | |
| 3 | KSNV | 10/15/12 | 10/15/12 | M-F 5-6a WakeUp w/Wagners | CM | 5-6a | M----- | :30 | 1 | \$200.00 | 3 | 0.00 | NM | 1 | \$200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | M----- | | | 1 | | \$200.00 | 0.00 | | | | | |
| 4 | KSNV | 10/09/12 | 10/12/12 | M-F 5-6a WakeUp w/Wagners | CM | 5-6a | - TWTF-- | :30 | 4 | \$200.00 | 3 | 0.00 | NM | 4 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/08/12 | 10/14/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | - TWTF-- | | | 4 | | \$200.00 | 0.00 | | | | | |
| 5 | KSNV | 10/09/12 | 10/12/12 | M-F 6-7a WakeUp w/Wagners | CM | 6-7a | - TWTF-- | :30 | 8 | \$300.00 | 3 | 0.00 | NM | 8 | \$2,400.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/08/12 | 10/14/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | - TWTF-- | | | 8 | | \$300.00 | 0.00 | | | | | |
| 6 | KSNV | 10/15/12 | 10/15/12 | M-F 6-7a WakeUp w/Wagners | CM | 6-7a | M----- | :30 | 2 | \$300.00 | 3 | 0.00 | NM | 2 | \$600.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | M----- | | | 2 | | \$300.00 | 0.00 | | | | | |
| 7 | KSNV | 10/15/12 | 10/15/12 | Today Show | CM | 658a-9am | M----- | :30 | 3 | \$400.00 | 3 | 0.00 | NM | 3 | \$1,200.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | M----- | | | 3 | | \$400.00 | 0.00 | | | | | |
| 8 | KSNV | 10/09/12 | 10/12/12 | Today Show | CM | 658a-9am | - TWTF-- | :30 | 12 | \$400.00 | 3 | 0.00 | NM | 12 | \$4,800.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/08/12 | 10/14/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | - TWTF-- | | | 12 | | \$400.00 | 0.00 | | | | | |
| 9 | KSNV | 10/09/12 | 10/12/12 | Noon News | CM | 12-1230pm | - TWTF-- | :30 | 4 | \$175.00 | 3 | 0.00 | NM | 4 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/08/12 | 10/14/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | - TWTF-- | | | 4 | | \$175.00 | 0.00 | | | | | |
| 10 | KSNV | 10/15/12 | 10/15/12 | Noon News | CM | 12-1230pm | M----- | :30 | 1 | \$175.00 | 3 | 0.00 | NM | 1 | \$175.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | M----- | | | 1 | | \$175.00 | 0.00 | | | | | |
| 13 | KSNV | 10/09/12 | 10/12/12 | Dr. Phil | CM | 3-4p | - TWTF-- | :30 | 4 | \$200.00 | 3 | 0.00 | NM | 4 | \$800.00 |
| PHIL | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/08/12 | 10/14/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | - TWTF-- | | | 4 | | \$200.00 | 0.00 | | | | | |
| 14 | KSNV | 10/15/12 | 10/15/12 | Dr. Phil | CM | 3-4p | M----- | :30 | 1 | \$200.00 | 3 | 0.00 | NM | 1 | \$200.00 |
| PHIL | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | | | M----- | | | 1 | | \$200.00 | 0.00 | | | | | |
| 15 | KSNV | 10/15/12 | 10/15/12 | | CM | 4-5pm | M----- | :30 | 1 | \$300.00 | 3 | 0.00 | NM | 1 | \$300.00 |

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

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Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

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Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-----------|-------------------|---|--|-------|-----------------------|----------|-----|-------|----------|-----|------|------|-------|------------|
| 35 | KSNV | 10/09/12 | 10/12/12 | The Tonight Show Tonight Show | CM | 1135p-1237a | - TWTF-- | :30 | 8 | \$500.00 | 1 | 0.00 | NM | 8 | \$4,000.00 |
| TON SHOW | | | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | Spots/Week | Rate | | | | | | | | |
| Week: | 10/08/12 | 10/14/12 | - TWTF-- | | | 8 | \$500.00 | | | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | | | | | | | | | |
| 1 | KSNV | 10/08/12-10/14/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| | | | See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | |
| | | | [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | |
| 2 | KSNV | 10/08/12-10/14/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| | | | See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | |
| | | | [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | |
| 3 | KSNV | 10/08/12-10/14/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| | | | See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | |
| | | | [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | |
| 4 | KSNV | 10/08/12-10/14/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| | | | See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | |
| | | | [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | |
| 5 | KSNV | 10/08/12-10/14/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| | | | See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | |
| | | | [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | |
| 6 | KSNV | 10/08/12-10/14/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| | | | See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | |
| | | | [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | |
| 7 | KSNV | 10/08/12-10/14/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| | | | See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | |
| | | | [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | |
| 8 | KSNV | 10/08/12-10/14/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| | | | See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | |
| | | | [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | |
| 9 | KSNV | 10/09/12-10/12/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| (M) | | | MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | |
| | | | [Revised Rate To Reinstate] | | | | | | | | | | | | |
| 10 | KSNV | 10/09/12-10/12/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| (M) | | | MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | |
| | | | [Revised Rate To Reinstate] | | | | | | | | | | | | |
| 11 | KSNV | 10/09/12-10/12/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| (M) | | | MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | |
| | | | [Revised Rate To Reinstate] | | | | | | | | | | | | |
| 12 | KSNV | 10/09/12-10/12/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| (M) | | | MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | |
| | | | [Revised Rate To Reinstate] | | | | | | | | | | | | |
| 13 | KSNV | 10/09/12-10/12/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| (M) | | | MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | |
| | | | [Revised Rate To Reinstate] | | | | | | | | | | | | |
| 14 | KSNV | 10/09/12-10/12/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| (M) | | | MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | |
| | | | [Revised Rate To Reinstate] | | | | | | | | | | | | |
| 15 | KSNV | 10/09/12-10/12/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| (M) | | | MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | |
| | | | [Revised Rate To Reinstate] | | | | | | | | | | | | |
| 16 | KSNV | 10/09/12-10/12/12 | The Tonight Show | | | 1135p-1237a | | | | | | | | | |
| (M) | | | MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | |
| | | | [Revised Rate To Reinstate] | | | | | | | | | | | | |
| 36 | KSNV | 10/09/12 | 10/12/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | - TWTF-- | :30 | 4 | \$425.00 | 3 | 0.00 | NM | 4 | \$1,700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | Spots/Week | Rate | | | | | | | | |
| Week: | 10/08/12 | 10/14/12 | - TWTF-- | | | 4 | \$425.00 | | | | | | | | |
| 37 | KSNV | 10/15/12 | 10/15/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | M----- | :30 | 1 | \$425.00 | 3 | 0.00 | NM | 1 | \$425.00 |

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KSNV

| Ln | Ch | Start | End | Inventory | Code | Break | Start/End | Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------------|------|-------------------|-----------------|---------------------|-------------------------------|-------|-------------------|------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| NEWS | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | | 1 | \$425.00 | | | | 0.00 | | | | | |
| 38 | KSNV | 10/13/12 | 10/14/12 | Sa-Su | News 3 at Eleven | CM | 11pm-1135pm | | SS | :30 | 2 | \$400.00 | 3 | 0.00 | NM | 2 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----SS | | | 2 | \$400.00 | | | | 0.00 | | | | | |
| 39 | KSNV | 10/13/12 | 10/13/12 | Saturday Today | Saturday Today | CM | 7a-9am | | S- | :30 | 2 | \$225.00 | 3 | 0.00 | NM | 2 | \$450.00 |
| SAT TODAY | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ----S- | | | 2 | \$225.00 | | | | 0.00 | | | | | |
| 40 | KSNV | 10/13/12 | 10/13/12 | News 3 Sunrise | - SATURDAY | CM | 6a-7a | | S- | :30 | 2 | \$150.00 | 3 | 0.00 | NM | 2 | \$300.00 |
| NEWS | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ----S- | | | 2 | \$150.00 | | | | 0.00 | | | | | |
| 41 | KSNV | 10/13/12 | 10/13/12 | News 3 Today | - SATURDAY | CM | 9am-930am | | S- | :30 | 1 | \$200.00 | 3 | 0.00 | NM | 1 | \$200.00 |
| NEWS | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ----S- | | | 1 | \$200.00 | | | | 0.00 | | | | | |
| 42 | KSNV | 10/14/12 | 10/14/12 | Sunday Today | Sunday Today | CM | 7a-8am | | S | :30 | 2 | \$350.00 | 3 | 0.00 | NM | 2 | \$700.00 |
| SUN TODAY | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ----S | | | 2 | \$350.00 | | | | 0.00 | | | | | |
| 43 | KSNV | 10/13/12 | 10/13/12 | Saturday Night Live | Saturday Night Live | CM | 1130pm-1:02am | | S- | :30 | 1 | \$550.00 | 3 | 0.00 | NM | 1 | \$550.00 |
| SNL | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ----S- | | | 1 | \$550.00 | | | | 0.00 | | | | | |
| 44 | KSNV | 10/09/12 | 10/12/12 | M-F Early News | M-F Early News | CM | 5-630p | | -TWTF-- | :30 | 2 | \$1,200.00 | 1 | 0.00 | NM | 2 | \$2,400.00 |
| NEWS | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -TWTF-- | | | 2 | \$1,200.00 | | | | 0.00 | | | | | |
| 45 | KSNV | 10/09/12 | 10/12/12 | Late Night w/Fallon | Late Night w/Fallon | CM | 1237a-136am | | -TWTF-- | :30 | 2 | \$250.00 | 1 | 0.00 | NM | 2 | \$500.00 |
| FALLON | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -TWTF-- | | | 2 | \$250.00 | | | | 0.00 | | | | | |
| 46 | KSNV | 10/09/12 | 10/12/12 | The Agenda 1230pm | The Agenda 1230pm | CM | 1230-1p | | -TWTF-- | :30 | 4 | \$325.00 | 1 | 0.00 | NM | 4 | \$1,300.00 |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -TWTF-- | | | 4 | \$325.00 | | | | 0.00 | | | | | |
| 47 | KSNV | 10/15/12 | 10/15/12 | The Agenda 1230pm | The Agenda 1230pm | CM | 1230-1p | | M----- | :30 | 1 | \$325.00 | 1 | 0.00 | NM | 1 | \$325.00 |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | | 1 | \$325.00 | | | | 0.00 | | | | | |
| N48 | KSNV | 10/10/12 | 10/12/12 | M-F Jeop/Wheel | M-F Jeopardy/Wheel of Fortune | CM | 630-730pm | | --W-F-- | :30 | 2 | \$1,300.00 | 1 | 0.00 | NM | 2 | \$2,600.00 |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --W-F-- | | | 2 | \$1,300.00 | | | | 0.00 | | | | | |
| N49 | KSNV | 10/10/12 | 10/12/12 | The Agenda 1230pm | The Agenda 1230pm | CM | 1230-1p | | --WTF-- | :30 | 1 | \$325.00 | 1 | 0.00 | NM | 1 | \$325.00 |
| | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --WTF-- | | | 1 | \$325.00 | | | | 0.00 | | | | | |
| N50 | KSNV | 10/10/12 | 10/12/12 | Late Night w/Fallon | Late Night w/Fallon | CM | 1236a-136am | | --WTF-- | :30 | 2 | \$250.00 | 1 | 0.00 | NM | 2 | \$500.00 |

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------|----|-------------------|-----------------|-----------------|-------|-------------------|----------|-------------|-------|---------------|-----|-----|------|--------|-----------------|
| Late Night w/Fallon | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/08/12 | 10/14/12 | -- WTF-- | | 2 | \$250.00 | 0.00 | | | | | | | |
| | | | | | | | | | | | | | | Totals | 114 \$43,975.00 |